



NEWS RELEASE  
FOR IMMEDIATE RELEASE – OCTOBER 16, 2012

**“PUMPKINFEST”**  
***“Annual Fall Favorite Set for October 27”***

One of the valley’s fall favorites, *Pumpkinfest*, is all set to return to the Salem Farmers Market on Saturday, October 27. This year’s event will take place from 11 a.m. – 2 p.m. and feature carnival games, a costume contest, a pumpkin give-away, hay rides and a pumpkin auction. Plus, you can walk through our “Chefs vs. Surgeons” Jack O’ Lantern patch and vote for your favorite carved pumpkin.

Youngsters also will have a chance to ***Trick or Treat*** with the downtown merchants an hour before *Pumpkinfest* starts. Children can meet at the Farmers Market at 10 a.m. and trick or treat up and down Main Street until 11 a.m.

Admission for adults and children is just \$1.99 a person, but ***Children will be admitted free if they are wearing a costume!*** Valleydale hotdogs and chips will be available, as well.

All proceeds from the event benefit C.H.I.P. (Child Health Investment Partnership). This year’s *Pumkinfest* is sponsored by Q99-FM, and Salem Parks and Recreation. For additional information call the Parks and Recreation Department at 375-3057.

Contact:

Kristen Finley  
Special Events Supervisor  
City of Salem  
(540) 375-3057  
[kfinley@salemva.gov](mailto:kfinley@salemva.gov)

Mike Stevens  
City of Salem  
Communications Director  
(540)375-4112 office  
(540)353-2041 cell  
[mstevens@salemva.gov](mailto:mstevens@salemva.gov)